GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:187
ANSWERED ON:15.03.2017
Guidelines on Broadcasting of Programmes/Advertisements
Khaire Shri Chandrakant Bhaurao;Rao Shri Rayapati Sambasiva

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has prepared some guidelines regarding the broadcasting of programmes and advertisements on TV channels and if so, the details thereof;
(b) The number of cases of violations of the said guidelines reported during the last two years along with the details of channels found to be violating these norms;
(c) the action taken by the Government in this regard along with the outcome thereof; and
(d) whether the Government has issued strict advisory to TV channels on contents and if so, the details thereof?

Answer

MINISTER OF INFORMATION & BROADCASTING
(SHRI M. VENKAIAH NAIDU)

(a) to (d): A Statement is laid on the Table of the House.

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STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 187 FOR ANSWER ON 15.03.2017

(a) to (d): As per existing regulatory framework, private satellite TV channels are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder which contain a gamut of criteria to be followed while carrying programmes and advertisement in such TV channels. The details of Programme and Advertising Codes are enclosed at Annexure-I.

The details of violation of Progamme and Advertising Codes during the last two years and action taken against such violations are enclosed at Annexure-II.

This ministry also issues advisories to TV channels from time to time on specific aspects such as coverage of incidents involving communal riots, anti-terrorist operations, victims of violence such as rape, misleading advertisements, superstitions, etc. Details of such advisories are enclosed at Annexure-III.

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